

THE LAS VEGAS CHAMBER OF COMMERCE MAGAZINE | LVCHAMBER.COM | FEBRUARY 2011

BusinessVoice

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**OSCAR'S
GOOD RUN**



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Chairman's Message



Michael Bonner
Chairman of the Board

I am gratified to see the level of optimism for economic recovery growing in Las Vegas.

Granted, it has been a challenging time for many, and there are still many miles to go before we can firmly say we are on a solid and stable road to a full recovery. What I believe we are starting to see, however, is a renewed sense of community – a “we are all in this together” mentality that has helped solidify our business community in a way we have not seen in some time.

During the past several months, we have been seeing business and community leaders coming together, not with a die-hard sense of fierce competition for business, but with a real willingness to share ideas and philosophies, build on the strengths of each other and start looking for viable ways to pull all of us out of this economic slump. People are asking for help... others are offering help. We are all recognizing the necessity and the potential long-term rewards of economic diversification and a

sense of solidarity within our business community. This attitude is a good one, and I believe it will help us make serious inroads to long-term economic stability.

In the midst of the rapidly changing dynamic of our Southern Nevada community, we are celebrating the Chamber's 100-year anniversary by taking an in-depth, year-long look back at our history and the earliest days of Las Vegas' business community. At the same time, we are once again preparing to host Preview Las Vegas on February 11, 2011 – an annual event known for its economic forecasting and for providing a glimpse into the future of our city on numerous levels. What is interesting to me are the many parallels that can be drawn between what was happening 100 years ago and what is happening today. In many ways, our history provides valuable clues as to how we might best handle our present problems.

If you are at all familiar with Las Vegas' earliest days, you probably know that some of the city's greatest tragedies eventually led to some of its greatest triumphs. A devastating flood that wiped out the early railroad ultimately led to the creation of alternative transportation routes. Early business forefathers made their mark by recognizing opportunities to fill unique needs. A need for operating

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Cover photo: Francis + Francis
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Vegas well-positioned to build on international business opportunities

By Tim Cashman, Foghorn Consulting

As we try to move our economy forward, it is essential that we look for new business opportunities from new sources. One area of opportunity lies in building business relationships in the international market.

Last month, the Las Vegas Chamber of Commerce hosted a business delegation from the Dubai Chamber of Commerce & Industry at a breakfast reception. These business people, who were in Las Vegas to attend the Consumer Electronics Show, wanted to take the time to not just meet members of our Chamber, but also explore potential opportunities for business and trade that could be developed between Las Vegas and Dubai.

Reflecting upon this meeting, I realize that Las Vegas

is well-positioned to explore and forge new business opportunities with our counterparts from around the world.

If you think about it, the world comes to Vegas. As a Chamber and a business community, we should reach out to these international delegations who visit the multitude of trade shows held in our city.

Las Vegas has many assets upon which we can build international relationships, including:

- Las Vegas is a globally recognized brand. Think about it – no matter where you go in the world, people smile in recognition when you say you're from Las Vegas. Our city has established good relationships with international visitors through our hospitality and convention industries. We have the expertise in how to

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Chamber News

Tickets still available for February 11 Preview Las Vegas

There's still time to purchase tickets for Preview Las Vegas to be held Friday, February 11 at Thomas & Mack Center - Cox Pavilion. Preview gives you hard-hitting, up-to-date business information that helps you prepare your company for the future. Tickets are \$60 for Chamber members, \$80 for non-members. To purchase tickets, visit previewlasvegas.com or call 702.641.5822.

New Superintendent will Address Business Community at March 16 Luncheon

Clark County School District Superintendent Dwight D. Jones is the featured speaker at the March 16 Chamber Business Power Luncheon. Jones will share his vision for the Clark County School District, discuss how he plans to improve the quality of public education in our community, and provide his perspective on working with the business community to strengthen our future workforce. Go to LVChamber.com or call 641.5822 to secure your seat.

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Chamber recognizes contributions of late President and CEO Matt Crosson



Las Vegas Chamber of Commerce President and CEO Matt Crosson passed away on Thursday, December 23, at MountainView Hospital in Las Vegas. Crosson was 61 years old and is survived by his wife, Elaine Crosson, and their son, Daniel, 13.

Crosson joined the Chamber on April 26, 2010. Prior to that, he was president and CEO of the Long Island Association. During his brief tenure with the Chamber, Crosson made a number of contributions that will have lasting effects. Committed to finding ways for the Chamber to help members recover from a devastating economy, Crosson was proactive in reaching out and working with community partners, including those in business, government, education and labor. His leadership and vision will be missed. **BV**

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Las Vegas Chamber
of Commerce

A photograph of Mayor Oscar Goodman, an older man with white hair and glasses, wearing a dark pinstripe suit, a red patterned tie, and a red pocket square. He is sitting on a large, metallic, circular sculpture that resembles the Oscar statuette. The sculpture is positioned in front of a modern building with a light-colored, textured facade and several small, dark, triangular windows. The sky is clear and blue.

OSCAR.

Few mayors in America are known outside their cities – Michael Bloomberg in New York, Richard Daley in Chicago and Oscar Goodman from Las Vegas. Big names associated with big cities. And in the Entertainment Capital of the World, the mayor stands out as one of the top headliners in town: Cher, Celine and Oscar.

As Mayor Goodman rounds out his final term after 12 years in office, Chamber Chairman Michael Bonner visited with the Mayor about his tenure, his outlook regarding redevelopment of the city, and what qualities he is looking for in our city's next chief.



Bonner: Downtown redevelopment has been one of the focal points of your term. What are the next components of redevelopment?

It is exciting that Zappos has chosen our downtown. We are going to have thousands of young people coming into the downtown community who basically will form the future of downtown organically. Whatever takes place will take place as a result of their thought process. I think that is one area that is very exciting. The second, of course, is an arena. I'm hoping that the downtown will be the home to an arena, and we will have an NBA and NHL franchise down here, which will cause, as it does in other cities, a lot of development surrounding it. I think we will be seeing that within the next five years.

What do you think about getting people to move and live downtown?

I think downtowns serve a purpose and people who want an urban experience yearn for a downtown where they can walk to shows such as the ones that will be at the Smith Center. Everything we are doing as far as developing the downtown has the residential component. I think we are catering to folks who want to have that urban experience.

What are the pros and cons for bringing a sports arena to downtown?

I was critiqued by a professor from Wellesley College early on in my mayoralty when I said the reason I wanted an arena wasn't to generate construction jobs and employment positions, but rather to have a sense of self or place identifying with a community. I think the one thing Las Vegas misses more than anything else is a feeling of roots, a tie to community.

A sports team gives you that. I like it downtown because it is a neutral site, the casinos can all participate in suites and licenses, all those things that provide the wherewithal to make a team successful. There is very easy access, and it is available to the entire valley here.

And the cons?

It's going to be very difficult to build an arena without some kind of public funding source. But I think it can be overcome with a tax improvement district, where you site it in a place where nothing is taking place and whatever sales tax is generated by what is taking place, a certain portion would go to retire the debt. I think it is very doable, just a matter of overcoming public perception that they don't want to spend money for private owners to make money.

When you talk about economic diversification, do you think there are any particular areas we should be focusing on in terms of downtown?

There were three things I wanted to accomplish when I settled in as mayor. The first, I wanted to have academic medicine because you don't have a world-class city unless you have great medicine. The second, great culture, because you don't have a world-class city without that. And the third is a great sports team. With academic medicine, having the Cleveland Clinic here is critical. I believe that if they really are the masters of it - and we are able to entice people to come here and receive great medical care, that we could become a Mecca for medical tourism. I

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Business community influenced legislative process from the earliest days of Vegas' history

Even during Las Vegas' earliest days, it was clear to the burgeoning business community's forefathers that if Las Vegas was going to be successful, it must have a voice in the legislative process.

"Southern Nevada was pretty much ignored up north for awhile," explains College of Southern Nevada history professor, Dr. Michael Green. It was in 1915 that Las Vegas truly had the voice of its business community heard in Carson City. Peter Buol was a Nevada State Senator that year. He was also Las Vegas' first mayor, and according to Green, Buol "was involved in every business you could think of."

Buol's dual position of lawmaker and businessman started a trend that would see prominent Las Vegans donning lawmaker caps to ensure the interests of Southern Nevada were both promoted and protected at all levels of government.

In 1917, E.W. Griffith served as a Nevada State Senator. He was also a businessman who established Las Vegas' first post office and supported the building of the first hotel on what would eventually be known as the Las Vegas Strip. Additionally, in his capacity as a state senator, Griffith was a vocal advocate for the highway construction that would become a key component of Las Vegas' economic infrastructure and tourism lifeline.

"At that time, the people who were involved in starting the Las Vegas Chamber of Commerce were making sure they were providing a voice for Clark County that would otherwise have not existed," says Green. "Those early days of Las Vegas saw six degrees of separation – true giants of Las Vegas like John Park, Ed Clark, Pop Squires and Walter Bracken were on the scene. They were all investing with one another, working with one another – they were not easily separated."

In 1931, Nevada Governor Fred Balazar signed laws approving "wide open" gaming and reducing the residency requirement for divorce from three months to six weeks, two decisions that would have a major impact on Nevada's economy and business environment. In 1932, opportunities for the business community continued to expand as Pat McCarran's election to the U.S. Senate led to Las Vegas being granted a number of federal projects through Franklin Roosevelt's New Deal.

The legislative issues of today are not so different from those that lawmakers and business and community leaders faced 100 years ago. Of concern was education, transportation, social services, mental health, the economy and even water – though at that time, water issues dealt primarily with cleanliness rather than availability.

"Early legislators also had to be involved in issues related to legalized gaming and divorce. People were moralists," explains Green. "They wanted legislators to legislate morality, though the state couldn't easily afford to be moral."

In 1941, Chamber leaders worked with Nevada U.S. Senator Pat McCarran and Charles Belknap in the early development phases of

McCarran International Airport. In 1945, then-Chamber chairman Maxwell Kelch created the Livewire Fund to promote Las Vegas as a tourist destination, aided by these new means of transportation in and out of the valley.

"Legislators in 1920 might not have expected that they'd see a population of two million in 2010, but we cannot deny that they did anticipate many things," says Green, noting that legalized gaming, transportation and promotion of Las Vegas as a tourist destination were of great importance to early leaders, and remain a major part of our economic structure today.

Of course, the issue of taxes was, and continues to be, a contentious issue among Las Vegans. Early Southern Nevada business leaders and legislators struggled to find the balance between raising enough tax revenue to build the infrastructure necessary to support a growing city, tourism destination and business base, without over-burdening businesses with crippling tax debt.

While today every member of government can be reached via e-mail, the early years of Nevada's legislative undertakings were not quickly known by the general population. Las Vegans, however, eventually made their position on the issues of the day very clear to their elected representatives. According to Green, many early lawmakers who supported increasing taxes were not re-elected, "The issue of government taxation and how it effects business – I hope nobody thinks this debate just began yesterday." Green also notes that by 1930, Las Vegas had a population of about 5,100. "If you cast a really stupid vote back then, you couldn't hide! There was only one post office and only one or two markets – you couldn't avoid the wrath of the public."

Early Las Vegas business leaders and legislators also had to contend with the "mini depression" that struck Las Vegas when the railroad left. Pushing for construction of Hoover Dam was one way business leaders, Chamber officials and lawmakers worked together to ensure job and business-building opportunities continued to be available in Las Vegas.

Of course, with so many of Las Vegas' earliest business people simultaneously running business ventures while holding elected office, the issue of conflict of interest arose. Were our founding father business leaders self-serving in their elected roles, or were they striving to create a "greater good?"

"When Clark County legislators went north, they were thinking about what was best for their constituency," contends Green. "But frankly, like most elected officials, while they tried to vote according to what they thought was best for their constituency, they often disagreed about what exactly 'best' was. It was a very different time, but it is more similar today than many of us realize."

As we embark upon the 2011 session of the Nevada State Legislature, the Chamber will continue to serve as a vocal and influential advocate of the Southern Nevada business community. Chamber members and business leaders can rest assured knowing the long history of the Chamber's influence and pro-business representation at the legislative level will continue. **BV**



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High-level networking a key element of February 11 Preview Las Vegas



Practically Radical: Unleashing Big Change in Tough Times

Bill Taylor

Co-Founder,
Fast Company Magazine



Las Vegas in the 2020s: Five Key Steps to Becoming a World City

Robert E. Lang, Ph.D.

Executive Director,
The Lincy Institute
and UNLV Director,
Brookings Mountain West



Tourism Trends in 2011

Rossi Ralenkotter

President & CEO,
Las Vegas Convention
and Visitors Authority (LVCVA)



2011 Economic Landscape

Jeremy Aguero

Principal Analyst,
Applied Analysis

Every year, the Las Vegas Chamber of Commerce Preview Las Vegas program serves as a leading venue for high-level executives, business professionals and decision makers to begin making connections for the coming months. This is where your business needs to be to launch a successful year of new business-building and successful networking.

More than 2,000 top business executives attend Preview each year to learn what to expect from a business and economic standpoint in the year ahead. They also come together to reconnect with one another, tour exhibitor booths and network with colleagues and business and community leaders. In addition to the valuable networking opportunities associated with Preview, the program's comprehensive analysis of the latest economic indicators will help business professionals from all industries gain perspective on what to anticipate in the months to come. In a quickly-shifting economic environment, this is information your business needs to plan its operating strategy for 2011 and beyond.

About Preview...

Slated for Friday, February 11 at the Thomas & Mack Center - Cox Pavilion, Preview brings together leading national speakers as well as local economic experts who have their fingers on the pulse of Las Vegas' ever-changing economic heartbeat. It's hard-hitting information is accurate, up-to-date and provides a roadmap with which to navigate the valley's road to economic recovery. Tickets are \$60 for Chamber members, \$80 for non-members.

To purchase tickets, visit previewlasvegas.com or call 702.641.5822. **BV**

Get your Preview tickets today!



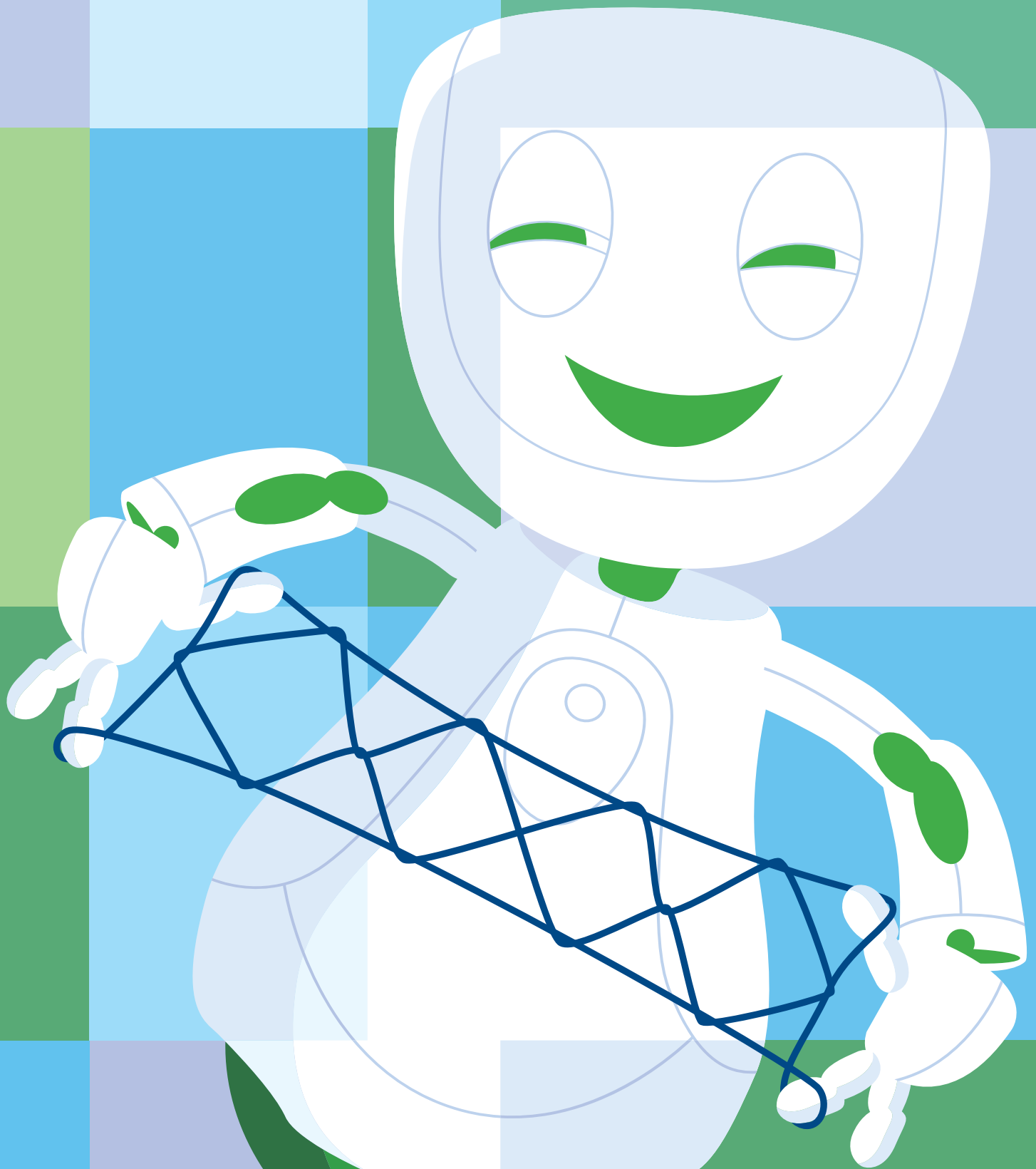
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Get your motors running for “Chamber Day” at the Las Vegas Motor Speedway!

This is one high-octane event you won't want to miss! Office Depot is sponsoring and hosting “Chamber Day” at the Las Vegas Motor Speedway on March 4. Exclusive for Las Vegas Chamber of Commerce members, this special event includes a host of unique opportunities to network, enjoy great food, win fabulous door prizes, meet your favorite race car drivers and watch the NASCAR Sprint Cup Series practice and qualifying rounds!

This action-packed day will include a Q&A session with Office Depot race car driver Tony Stewart. Office Depot vendors will be available in the Blackjack Club, located on the third floor of the Media Center, with views of the Superspeedway.

In addition to all the excitement taking place in the grandstands and in the club, guests will have the opportunity to take a special VIP tour of the Speedway's famous “Neon Garage.” Garage visitors can meet pit crews and drivers, get an up-close-and-personal look at the race cars, and have their favorite NASCAR merchandise autographed.

Chamber Day at the Las Vegas Motor Speedway

Las Vegas Motor Speedway, Blackjack Club, 7000 Las Vegas Blvd N.
10:00 a.m. - 1:30 p.m.: Check-in, networking, Tony Stewart Q & A, Lunch, Neon Garage tours


Tentative Track Schedule: Race times subject to change

Nationwide Practice: 11:00 - 11:50 a.m.

Sprint Cup Practice: 12:00 - 1:30 p.m.

Sprint Cup Qualifying: 3:40 p.m.

The Neon Garage is also home to concession stands, full-service bar and merchandise. Guests will enjoy entertainment throughout the day.


Don't miss this exclusive opportunity to enjoy an insider's look at the Las Vegas Motor Speedway. Tickets are priced at just \$40 (a \$200 value!) and this limited-entry event is open exclusively to Las Vegas Chamber of Commerce members. No children under 18 permitted. RSVP by calling 702.641.5822 or visit LVChamber.com. 

Chairman's Message ... continued from page 3

capital gave rise to the valley's first banks. A growing population created the need for housing development and utility infrastructure. Even before legalized gaming took hold, founding Nevada business people were thinking on an innovative level, promoting the area as a tourist destination, touting its fine weather and beautiful springs.

The first president of the Las Vegas Chamber of Commerce, James Givens, summarized the role of the Chamber (both past and present) very well, when in January 1911 he proclaimed, “The Chamber's goal is to advance every worthy movement for the best interests of Las Vegas town and valley and Clark County.” That commentary, today, remains a valuable philosophy.

As we continue this year, looking from the lessons of the past to the possibilities for the future, one thing is certain – the same sort of camaraderie and innovation that helped the city grow from a dusty railroad town to one of the most enviable economic environments in the world will be in high demand. To discover more about what

this potentially means to your business, I encourage you all to join us at Preview Las Vegas on February 11 as we revisit our past and glimpse into that future. Our speakers will provide solid, realistic statistical and analytical information that will be an asset to you as you make critical business decisions in the coming year. They will also delve into the philosophical, exploring unconventional and innovative ways to navigate a new economic reality many of us have never dealt with before. I believe Preview 2011 will be a fascinating and informative program that will reenergize you and help you develop tactical strategies for moving forward in much the same ways our forefathers did 100 years ago: with determination, perseverance, and a little Las Vegas luck. With more than 2,000 business decision makers in attendance, you will also have the opportunity to revisit good-old fashioned networking strategies that worked pretty well 100 years ago: in person, face-to-face and with the shake of a hand. I look forward to seeing you there! 

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DATE: Friday, March 4th, 2011

TIME: 10:00AM – 1:30PM

LOCATION: Las Vegas Motor Speedway
Blackjack Room

TICKETS: \$40.00

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Registration ends Thursday, March 3rd at 5PM

DATE	TIME	PRICE
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Gregg Olewinski

Francis Baytan
Digital Artist
Francis + Francis

Francis Baytan started his career in analog. Paints, pencils, and paper eventually led to mice, tablets and Macintosh computers. Baytan's resume includes creative positions in advertising and film & television production. He has helped film and television directors envision their projects by illustration and storyboards. He has also produced strong brand identities for products and companies. He is currently developing scripted TV comedy.

Danielle Bisterfeldt Long
Associate General Manager
Fashion Show Mall

Danielle Long oversees all operating responsibilities for Fashion Show Mall, including management of daily operations and personnel. She is an accomplished marketer with more than eight years of experience in retail marketing, with an emphasis on tourism and new business development. Long is a member of the International Council of Shopping Centers, Vegas Young Professionals and the Leadership Las Vegas Class of 2007.

Ric Jimenez
General Manager
Boulevard Mall

Ric Jimenez is responsible for coordinating and managing the Boulevard Mall's 140 retail boutiques and restaurants, as well as handling the daily operations and tenant relations. Jimenez is involved in the Las Vegas Chamber of Commerce, UNLV Alumni Association and the Las Vegas Latin Chamber of Commerce. He received his degree in Business Administration from the University of Nevada, Las Vegas and is certified as a Project Management Professional by the Project Management Institute.

Paul Montgomery
Manager of Center Operations
Calply Door Systems

Paul Montgomery is the manager of center operations for Calply Door Systems, a division of L&W Supply and USG Corp. Montgomery brings more than 30 years of strong managerial experience to his position. Calply is involved with national projects and maintains its base operation in Las Vegas. Montgomery understands the needs and complexities of his industry and offers solutions for the success of projects.

Randy Morton
President & COO
Bellagio

Randy Morton is responsible for all operations at the 3,933-room, AAA Five Diamond resort property. Morton led development and implementation of "Five Steps Beyond Excellence," a guest recognition program that underscores a commitment to offering the ultimate in service and securing the resort's prestigious status in the hospitality industry. Honored as Nevada Hotelier of the Year at the 2008 Hotel World Expo & Conference, Morton's career has extended more than 28 years.

Gregg Olewinski
Vice President, Nevada Region
Discount Tire Company

Gregg Olewinski is responsible for the overall operations of Discount Tire's Nevada Region. In his role as vice president, he establishes sales and profitability goals as well as designs sales programs and strategies for retail store outlets in the region. Olewinski has been with Discount Tire since 1983, and was appointed vice president of the Nevada region in 2005. Olewinski completed courses at The Thunderbird Garvin School of International Management.

President's Club
New Members

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Rolf Maile
David Winchell
Gary Rosenberg
Kimberly Parker-Hansen
Matthew Shaughnessy

Verizon Wireless
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Marcos Olayo
Heath Johnston
Carla Thomas
Vaughn Pyne

Executive Level
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The Investment Counsel Company

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Kathleen Parker
Michelle Konstantarakis
Carlene Gaydosh

Novero Neurology, LLC
Jimmy John Novero

Shuffle Master, Inc.
David Lopez
Terri Conway
Deron Hunsberger
Lin Fox

Southern Nevada Medical Industry Coalition
Ann Lynch
Charles Perry

UPS- United Parcel Service
Lou Schenk

Executive Level

Courtney Barth **Area Marketing Manager** **Dunkin' Donuts**

Courtney Barth began her career working for the Arizona Diamondbacks' marketing department. In 2008, Barth joined a franchise that owns several Dunkin' Donuts, the world's largest coffee and baked goods chain. Barth's personality, passion for people and ability to build relationships has made her a valuable member of the organization. Barth is a branch board member of the Boys & Girls Clubs of Phoenix.

Robert Beville **President** **Harmony Homes**

Prior to joining Harmony Homes in 2009, Robert Beville served as managing director for The Atalon Group, an operational turnaround management firm working on projects that included the troubled Lake Las Vegas community. Beville is on the board of directors for Desert Capital REIT. He is a Certified Public Accountant (inactive) and a member of the Southern Nevada Home Builders Association and the Turnaround Management Association.

Cornelius Eason **Director of Regional Strategies** **Workforce Connections**

Cornelius Eason serves in a leadership capacity with several organizations including the Nevada Staffing Association, and the Las Vegas Chamber of Commerce Board of Trustees. He is past chairman of the Leadership Las Vegas Council and a 2001 graduate of the program. Eason is a past president of the Urban Chamber of Commerce and is a member of the Southern Nevada Work Force Investment Board.



Courtney Barth



Robert Beville



Cornelius Eason



Randy Garcia



Don Giancursio



Craig Heber



Dr. Christopher Khorsandi



Joe McMenamin



Angie Vargason



Wallace Y. Watanabe

Randy Garcia **CEO** **The Investment Counsel Co.**

Since 1978, Randy Garcia has successfully provided investment guidance to affluent families, corporations and charitable institutions. The Investment Counsel Co. is recognized as one of the top independent financial advisors in America by Dow Jones/BARRON'S, Forbes, MONEY and Wealth Manager publications. Garcia has also been selected as the number one independent advisor in the state of Nevada by several national publications.

Don Giancursio **CEO** **UnitedHealthcare Nevada**

Prior to being named CEO, Don Giancursio served as the senior vice president of sales and marketing for UnitedHealthcare Nevada, which included Health Plan of Nevada, the state's largest health maintenance organization (HMO). Born in Rochester, NY, Giancursio grew up in Southern California

where he attended California State University, Fullerton, graduating on the Dean's List in 1982 with a bachelor's degree in business administration and marketing.

Craig Heber **President** **Legacy Environmental Concepts**

Craig Heber has been president of CMS Facilities Maintenance and Legacy Environmental Concepts (LEC) for the last 30 years. CMS was originally founded in Las Vegas while Heber was attending University of Nevada, Las Vegas. LEC was inspired by the hospitality industry's need for a value-based outsourcing service in the areas of public area cleaning, EVS and engineering.

Dr. Christopher Khorsandi **Chief Resident** **Brown Hand Center**

A relatively new resident of Las Vegas, Dr. Christopher Khorsandi brings a wealth of experience and knowledge to Brown Hand Center. He has founded a chapter of Operation Smile

on campus, co-authored a textbook chapter and participated in surgical rotations at various hospitals. Dr. Khorsandi is dedicated to providing a better quality of life for all of his patients.

Joe McMenamin **Director of Sales & Marketing** **Environmental Ink**

Joe McMenamin is the director of sales & marketing for Environmental Ink, an eco-friendly printing company that is owned by WENDOH Media. Originally founded in 2003, Environmental Ink has grown into one of the premier design & print companies in Las Vegas. Other WENDOH companies include Vegas SEVEN, SpyOnVegas, and 944 Magazine.

Angie Vargason **President and Founder** **AK Vargason and Associates**

Angie Vargason began her career as an extremely successful and highly regarded agent, holding a variety of management

positions before establishing her own firm, providing supplemental benefits to countless organizations, including the employees of the Las Vegas Chamber of Commerce. She and her agency have also garnered numerous awards including the President's Club award from a major national carrier, and District of the Year (for several years) in employee supplemental benefits.

Wallace Y. Watanabe **President & CEO** **Aloha Pacific Federal Credit Union (APFCU)**

Aloha Pacific Federal Credit Union (APFCU) has been providing a full range of financial products and services to members since 1936. Wallace Watanabe is responsible for short and long-term strategic planning, growth and development. He joined APFCU in 1972 and has led the organization since 1993 by emphasizing member value and quality service. Watanabe is president of the Oahu Aloha Chapter and chairman of the Hawaii Credit Union League.

Events February

Two easy ways to register for Chamber events:

Log on to LVChamber.com and find your event on the Event Calendar, or call Member Services at 702.641.5822.

2 Wednesday

SCORE Counseling

SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help you assess your business concerns and provide you with the advice, tools and resources you need to help your business operate in this slow economy.

1:00, 2:00, 3:00 & 4:00 p.m. - One member per time slot
CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

Complimentary, Chamber members only.



9 Wednesday

Chamber Voices Toastmasters

Looking for a way to improve your communication skills in both your personal and professional life? The Chamber Voices Toastmasters group is open to all members to aid in the development of speaking, presentation and leadership skills.

10:45 a.m. - Noon
CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

\$45 every six months, guests always complimentary.



11 Friday

Preview Las Vegas

Network with more than 2,000 professionals and executives while hearing from dynamic national speakers, local economic experts and industry leaders in a conference and trade-show event that is unmatched in Las Vegas.

7:00 a.m. - 1:00 p.m.

Thomas & Mack Center - Cox Pavilion

4505 S. Maryland Pkwy., 89154

\$60 for Chamber members

\$80 for non-members

15 Tuesday

Free Legal Solutions for Small Business

Attorneys from the law firm of Holland & Hart will provide legal counseling to Chamber members. Lawyers will be on hand to provide counseling on commercial business transactions, employment matters, contract law, litigation, intellectual property law, bankruptcy and tax, among other areas.

Appointment times: 6:00 – 6:50 p.m.

7:00 – 7:50 p.m., two members per time slot
CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

Complimentary, Chamber members only.



15 Tuesday

Simple Steps to Starting Your Own Business

Session 1: Business Concepts

Business Concepts is a workshop that gets you started developing a feasibility plan for your business. You will learn how to clearly identify the features or benefits of your product or service along with critical information about your industry, customers and competition.

6:00 – 9:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

\$34.95 individual session, workbook provided

\$99.95 package includes sessions 1-4

\$150 for two attendees from same company



16 Wednesday

Guerrilla Marketing: Find Clients In Any Economy - Business Education Series

Learn how to out-market your competition and find clients in any economy with Guerrilla Marketing. You will take home valuable information like how to uncover hidden strategies for marketing on the Internet, discover more than 100 no-cost or low-cost marketing weapons and develop a strategic seven-step marketing plan.

7:00 - 7:30 a.m. Registration, networking and continental breakfast

7:30 - 9:00 a.m. Program

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

\$30 for members

\$45 for non-members



16 Wednesday

SCORE Counseling

SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help you to assess your business concerns and provide you with the advice, tools and resources you need to help your business operating in this slow economy.

9:00, 10:00 & 11:00 a.m. - One member per time slot
CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

Complimentary, Chamber members only.



RSVP policy

The Chamber RSVP policy encourages early registration for popular programs and allows our event partners adequate time to prepare for functions. Any reservation made the week of an event will be subject to a \$5 surcharge, so please register early.

18 Friday

Healthcare Industry Action Committee

The quality and consistency of the delivery of healthcare services is centrally important to the well being and future growth of Las Vegas. The Healthcare Industry Action Committee will address the issues facing the industry from Federal healthcare reform, healthcare delivery systems and providers, local and state legislative and regulatory mandates, and opportunities and challenges related to the industry.

2:00 – 4:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce,
6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

Complimentary, open to Chamber members and their employees



22 Tuesday

Simple Steps to Starting Your Own Business

Session 2: Marketing

This Marketing workshop will help you start to develop a marketing plan to identify your target markets, create a consistent marketing message, and discuss different marketing methods.

6:00 - 9:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce,
6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

\$34.95 individual session, registration required, space limited, workbook provided.



23 Wednesday

New Member Breakfast

Start your new Chamber membership off right at this exclusive event for all new members of the Chamber. Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere. Bring plenty of business cards!

7:00 - 7:30 a.m. Registration & Networking

9:00 a.m. Program

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce,
6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

By invitation only, complimentary.



23 Wednesday

Chamber Voices Toastmasters

See Wednesday the 9th for details

10:45 a.m. - Noon

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce,
6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

\$45 every six months, guests always complimentary.



February Events

To RSVP for VYP events visit www.VegasYP.com

1 Tuesday

VYP Morning Buzz

Are you interested in learning more about Vegas Young Professionals (VYP)? Are you a new member and want to learn more about how VYP can benefit you? Is VYP's demographic your company's target audience? If you answered yes to any of these questions, VYP's Morning Buzz is for you!

7:30 - 9:00 a.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce,
6671 Las Vegas Blvd. S., Ste. 300, 89119

Complimentary.

Hosted by:



9 Wednesday

VYP Toastmasters: Strip View Speakers

Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for all members to aid in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters can offer you.

5:30 - 6:00 p.m. Registration & networking

6:00 - 7:00 p.m. Meeting

The Platinum Hotel, 211 E. Flamingo Rd., 89169

Free for guests, \$60 to join, \$36 every six months

Sponsored by:



28 Monday

VYP Toastmasters: Strip View Speakers

See February 9 for details

5:30 - 6:00 p.m. Registration & networking

6:00 - 7:00 p.m. Meeting

The Platinum Hotel, 211 E. Flamingo Rd., 89169

Free for guests, \$60 to join, \$36 every six months

Sponsored by:



Coming Events

Workforce Connections, through its Project 5000 Kids program, and area businesses are giving hundreds of local kids the ability to experience a variety of careers through National Job Shadow Day on February 2.

Community Service

Commercial Roofers donated its services to reroof the home of an elderly couple through the Rebuilding Together of Southern Nevada non-profit program.

Dr. Joel Stokes of **Eastern Canyon Dental** gave a short presentation on the relationship between stress and disease and explained a simple stress reduction technique at a Multiple Sclerosis Foundation support group meeting.

Kolesar & Leatham law firm delivered five decorated holiday trees and numerous presents for the residents of Life Care Center of Las Vegas.

The Greater Las Vegas Association of REALTORS® donated more than \$64,000 in cash and in-kind contributions to deserving local charities in 2010.

Congratulations

Mark Clayton, Erin Flynn and Jennifer Roberts have been named shareholders of the law firm of **Lionel Sawyer & Collins**.

Colliers International hired Amy Katz as broker support to help with marketing efforts for Office One.

Kathy Gamboa has become campus director for the **University of Phoenix Las Vegas** campus and three learning centers in Southern Nevada.

Jenna Byrd joined **Proforma element 7** as Operations DJ, and will focus on marketing and branding solutions for non-profit clients.

City National Bank hired Susan Lopez as vice president and branch manager of its North Summerlin branch in northwest Las Vegas.

Nevada Development Authority named Michael Murphy, president and general manager of Anthem Blue Cross and Blue Shield in Nevada, to its executive committee.

Craig Newby has been named partner of the law firm **McDonald Carano Wilson**.

Nate Rosenberg joined national telecommunications provider **XO Communications** as a major account executive.

Announcements

The Glenn Group received three Gaming Voice Awards at the 10th annual American Gaming Association Communication Awards ceremony recognizing outstanding achievement in advertising and corporate communications.

CORE Construction was awarded the Best of 2010 "Government/Public Building" award from Southwest Contractor regional magazine for the Campos Building and Parking Structure.

Carole Fisher, president and chief executive officer of **Nathan Adelson Hospice**, was selected to participate in the National Hospice Work Group, a professional coalition of executives from the nation's largest and most innovative hospices.

Wheeling/Dealing

Sunrise Hospital and Medical Center announced plans to renovate and expand its adult inpatient Rehab Unit. The project will be completed by Fall 2011.

MGM Resorts International launched its Live the M Life Sweepstakes through mlife.com as part of its new M life loyalty program.

Commercial Executives brokered a 61-month lease of 3,275 square feet of office space valued at \$452,990.

CloudApps Now launched its new website, CloudAppsNow.com, featuring social media activity including a blog, Twitter and Facebook.

10e Public Relations is the exclusive public relations agency for the American Casino & Entertainment Properties Company, also known as ACEP.

Anniversaries

+20 Years

J.A. Tiberti Construction Co., Inc. – Lic # 04632 AB 60

GES, Global Experience Specialists	55
IBM Corporation	55
KNEWS Radio/KNUU Radio	49
HAJOCA/Kelly's Pipe & Supply	47
The Spanos Corporation	35
The Molasky Group of Companies	34
Opportunity Village, ARC Inc.	33
Fashion Show Mall	30
Las Vegas Convention and Visitors Authority	30
Saks Fifth Avenue	30
Academy of Hair Design	27

Fair, Anderson & Langerman	26
Nevada Development Authority	26
Plant-It Earth	26
Holiday Royale Suites	26
Morrissey Insurance	25
McDonald Carano Wilson LLP	24
DEX	21
Mark, Bruno, Financial, Inc.	21
The Fremont Street Experience	20

15 Years

Nevada Trust Company	
Park Terrace Apartments, L.L.C.	
San Moritz Apartments	
V & J Insurance-Vida Chan Lin	

10 Years

Alexander Kalifano	
Allstates Racing Services	
The Beef Jerky Store	
Distinctive Insurance	
DJS Consulting	
Infoscific.com	
Paladin Advertising, Inc.	
Park Animal Hospital	
PSI Marketing Consultants, Inc.	
R & S Printing	
Summerlin Kumon Math & Reading Center	
Swanson Law Firm, LLC	
Titanium Investment, Inc.	
TMI US	

5 Years

AARP Nevada State Office	
Desert Rose Resort	
Direct Appliance Service, Inc.	
DonYeYo Cigar Factory	
Earl Turner Show	
Gold Leaf Lawn Care, Inc.	
JNM Solutions, LLC	
Jones Consulting Group, LLC	
New Look Collision Center, LLC	
Platinum Hotel and Spa	
Residential Fire Protection, LLC	
Sam's Club #8177	
Stage Coach Depot	
Townsend Pest Control	

Nevada \$Billions \$ Trouble

Fixing our state's multi-billion dollar deficit will mean some serious cuts. Plus, **\$565 million** is spent on tobacco-related healthcare costs each year in Nevada. What's the connection?

An increase in the cost of tobacco products would help **decrease the deficit** while also protecting Nevada's youth from ever becoming smokers. It could:

Generate up to \$85 million in new state revenue each year

Generate up to \$315 million in new state revenue in just 5 years

Prevent **21,800 youth** from becoming adult smokers

Motivate **16,300 adult smokers** to quit

Save **11,200 adults** from tobacco-related death

Increase funding for tobacco prevention programs

Learn more at
SMOKEFREEVEGAS.COM



Ribbon Cuttings



Red Carpet Las Vegas

Red Carpet Las Vegas, Realtors, a leader in the real estate industry for over 40 years, has opened its new location at 5175 S. Durango Dr. Call 702.776.8888 to speak with our professional sales executives regarding your real estate needs.



FPK Security & Investigations

FPK Security & Investigations expands to Las Vegas. FPK provides unarmed security and private investigations as well as employment background checks. Call 800.459.4068 or visit fpksecurity.com.



Trifecta Gallery

Trifecta Gallery is proud to announce the grand opening of its new location at 107 E. Charleston Blvd. in the Arts Factory Downtown. It specializes in contemporary narrative paintings from emerging and mid-career artists, both local and national. Call 702.366.7001 or visit trifectagallery.com.



Super Media



Super Media is the provider of www.SuperPages.com and Internet products. Super Media can help businesses with small to large budgets and offers Internet video products, as well as SEO and SEM. Call 702.287.1052 or visit superpages.com.



Brown Hand Center

Executive

At Brown Hand Center, caring for hands and upper extremities is the focus of our life's work. For more than 10 years, patients from around the world have relied upon the expertise of our trained physicians and philosophy of respect in our clinics. Call 702.824.9655 or visit brownhandcenter.com.



Café Rio

Café Rio Mexican Grill celebrated its new location at 4830 Blue Diamond Rd., with a ribbon cutting. Café Rio presented a check for \$2,500.00 to the Children's Miracle Network. Café Rio has received numerous regional and national awards and recognition. Call 702.968.1300 or visit caferio.com.



Farmers Insurance

Farmers Insurance is a local business taking care of the insurance needs and financial services of the community. Farmer's specializes in personal service to all of its clients. Farmer's offers auto, home, life, health and business and financial services. Call 702.256.5000 or visit askjohnforinsurance.com.



Fast Wrap Southwest

Fast Wrap Southwest offers an affordable shrink wrap solution to protecting any asset from the sun with (12) months of UV protection. Fast Wrap Southwest is 100% mobile on demand. Its technicians are highly trained OSHA certified. Call 702.375.9251 or visit fastwraplasvegas.com.



Morgan Miller's Shoes



Morgan Miller's unique concept enables a woman of any age to create her own shoe and have it custom-filled while she waits. She selects from many soles, straps and jewelry, very much like "Build-A-Bear" for adults! Call 702.732.4047 or visit morganmillershoes.com.



SNMIC

Executive

SNMIC is made up of health care and educational professionals, community leaders and concerned citizens who develop health care opportunities in Southern Nevada. A key focus for SNMIC is workforce development that assesses needs for the health care sector. Call 702.878.0001 or visit snmic.com.



natureOffice

natureOffice covers all aspects of voluntary climate protection, from organizational changes to carbon offsets. natureOffice operates in Germany and South America since 2007 and opened the Nevada office in 2010. From left, Andreas Weckwert, Germany, Erwin and Puja Hudelist, USA. Call 888.975.1333 or visit natureoffice.com.



Harmony Homes

Executive

Harmony Homes celebrated the grand opening of its newest neighborhood, Prominence, located in the master planned community of Aliante with a ribbon cutting. Harmony Homes has 17 new home communities throughout the valley. Visit harmonyhomes.com for more information.

New Members

Premier Member

Mutual of Omaha Bank
Elizabeth "Lisa" Molchon
E. Philip Potamitis

New Members

91 Degrees
Gene Wright

ACN-Tina Helleberg
Tina Helleberg

Adaven Children's Dentistry
Manny Rapp

Aloha Air Conditioning
Mario Talledo

Angles On Design, Inc.
Rachel Fax

Arrow Stage Lines
Dan Elder

Associated Supply Company, Inc.
Lisa Roe

Assured Strategies
David Chavez

Bainbridge, Little & Co, CPAs, LLP
Mark Little II

Beauty Re-Defined
Centa Terry

Brooke Dunn Consulting
Brooke Dunn

Bruce Graves Development
Bruce Graves

Bryan Zane Terry & Associates
Bryan Terry

Cafe Rio
Greg McNeff

Cagley & Tanner
Lee Cagley

Clear Vision Eye Centers
Craig Kuntz

Clear/Wireless X Change
Thad Jones

Cliff W. Marcek P.C.
Cliff Marcek

Comtech Communications Systems
Bruce Smith

Connected Structural Group, LLC
Jesse Pryor

Contractors' Plus
Diana Bidlack

Crab Corner
John Smolen

Crowbar
Al Muniz

CV and Associates
Laura Cyr

David Magazine
Max Friedland

Downtown Vintage Guitars
Mark Castillo

Durango Construction, Inc.
Dennis Smith

Fantasy RV Tours
Nel Filliger

Fast Wrap Southwest
Steve Simonson

Five Star Hydraulics, LLC
William Swanson

Four Seasons Dental and Med Spa
Carla Lindert

Fresh Grill & Bar
Kenny Blutman

Gabel Distributors, LLC
Jenni Schaffer

Gary Watson Accounting & Auditing Service
Gary Watson

Global Products Sourcing "We Find Stuff"
Lois Cadwallader

H & R Block
Mona Chapman

Hemophilia Treatment Center of Nevada
Christine Tonn

Iconic Construction, LLC
Jaime Rodriguez

Interior Motives
Alice Roussos

International Custom Tailors
Roma Assandas

J. Chandler Financial Services, Inc.
Scott Ward

J. Lyn's Executive Services
Jackie Lynn Carney-Kahanaoi

James White DDS, LLC
James White

JERO
Jeff Dubowe

Las Vegas Services, Inc.
James Denson

Las Vegas Surveillance Service
Sean Fitzpatrick

Leading Edge Communications
Michelle Killoran

LJR Consulting, LLC
Rachael Dilling

LV Trading, LLC
Amir Ambar

Mainstreethost.com, Inc.
Ralph Nero

Massi Insurance Services, Inc.
Dominic Massi

The Meeting Solution
Debi Kinney

Meineke Car Care Center
Frank Lee

MM & S Consulting
Larry Moulton

Morgan Miller Shoes
Gary Miller

Moto-Zone
Michael Goodwin

Mountain West Chiropractic North West
Travis Sargent

Mr. Automotive Services
Robert Martin

Nevada Orthotics & Prosthetics
David Stollsteimer

Old Sheepdog Defense
Jason Jennings

Paradise Bay Pet Resort
Brandie Haggan
PCS Professionals, LLC
Loretta Covelli

Pecos Law Group
Shann Winesett

Premier Gaming Consultants, LLC
Ronald Johnson

PRS Of Nevada
Tamara Cicchetti

R. Christopher Reade Chtd.
Christopher Reade

Law Office of Lisa Rasmussen
Lisa Rasmussen

RBGolfconsult
Rodney Bogg

Red Agency
David Barth

Retrospects Las Vegas
Gene Williams

Ryan Goida- A Professional Corp
Torry Goida

Senior Life Solutions, LLC
Chatty Becker

Strings
Mike Newmann

Sushimon
Keiko Sugawara

Taylor Made Treats
Andrea Taylor

Tedesco Solutions, LLC
Harriette Schutsch

Thistle Business Services
Deb Sgambati

Two Men and a Truck
Gordon Shaffer

U-Drift
Chris Nunneley

Universal Health Care Group, NV
Joy Jones

UNLV Alumni Association
Matt Engle

Vanguard Lounge
Jennifer Wheatley

The Vegas Dog, LLC
Melissa Patrick

Vitality Medical & Wellness Center
Cristy Thomas

Vivix Credit Solutions
Gabrial Brown

Warrior Wraps, LLC
Mike Faulkner

Wegotdells.com
Charles Bubak

World Class Auto Service, LLC.
Chris Tringas

Writing for Results
Colleen Rice

Xpert Exposition Services
Dean Heim

Editorial Policy:

The *Business Voice* is a member newsletter of the Las Vegas Chamber of Commerce.

The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of *The Business Voice* can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

The Business Voice (USPS #717-970) is published by The Las Vegas Chamber of Commerce.
6671 Las Vegas Blvd. South, Ste. 300
Las Vegas, NV 89119-3290

Annual Subscription \$25
Periodical postage paid at Las Vegas, NV
POSTMASTER: Send address changes to:
The Las Vegas Chamber of Commerce,
6671 Las Vegas Blvd. South, Ste. 300
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Business TV

- Stay informed with local news and weather
- FREE local channels
- Variety of entertainment options



*Offer valid through 3/31/11 to new or current Cox Business subscribers in Las Vegas Cox-wired, serviceable locations who newly subscribe to Cox BusinessVoiceManagerSM, Cox Business InternetSM or Business TV. Minimum 2-year service agreement required. An early termination fee as specified in customer's service agreement will apply if services are disconnected or service is downgraded prior to the term of the agreement. Free installation capped at \$350. Regular rates apply after the first 6 months. Discounts are not valid in combination with or in addition to other promotions, and cannot be applied to any other Cox account. Rates vary and are subject to change. Additional costs for installation, construction, connection, relocation, inside wiring and equipment may apply. Offer does not include usage, applicable taxes, surcharges or fees. Telephone modem equipment may be required. Modem uses electrical power to operate and has backup battery power provided by Cox if electricity is interrupted. Telephone service, including access to e911 service, will not be available during an extended power outage or if modem is moved or inoperable. An HDTV and HD receiver or CableCARDSM are required in order to receive HD channels from Cox. If you own a One-way Digital Cable Ready (DCR) TV or other display device that is CableCARD-compatible, you may lease either a CableCARD or a digital set-top receiver in order to receive Cox Digital CableSM. If you wish to lease a CableCARD in lieu of a digital receiver, you must obtain the CableCARD from Cox. Installation or activation fees may apply. CableCARD is a registered trademark of Cable Television Laboratories, Inc. (CableLabs[®]) and is used with permission. Services not available in all areas. Other restrictions apply. Telephone services are provided by Cox Nevada Telcom, LLC. ©2011 CoxCom, Inc., d/b/a Cox Communications Las Vegas, Inc. All rights reserved.

think it's a natural. It's clean, it brings in smart people and it would add to the prestige of Las Vegas.

What obstacles do you see?

It is very difficult in Las Vegas when we are promoting ourselves as "What happens here, stays here" and have Las Vegas considered to be a serious city as far as medicine is concerned, so it will basically be an educating process. It's very, very difficult to have people begin to think of a place with a secondary meaning - you hear of Las Vegas, you think of medicine. But it has to be done because we have to look at ways where we can raise ourselves and get to the next level.

As you look ahead with a crystal ball, what do you see in 10 years?

We need to market ourselves as a place that is a wonderful valley in which to live, where people can come and make a difference. You don't have to go through generations before you are heard. The opportunities are great. I just see us growing and growing. I'm not one of these people who say we won't have double-digit growth again because I really believe our infrastructure is in place. We have the best hotels; we have the best food; we have the best shopping; we have the best entertainment. It's just a matter of people feeling confident in their own monetary situation.

How do you see the Chamber's role in rebuilding the economy?

The Chamber should be a louder voice in terms of shaping the future of the community. They [Chamber members] are so busy making a living and rightfully so, they have to be stretched a little more to shape the destiny because it cuts across the entire cloth of Las Vegas. They are the small business people; they are the big business people. They are the ones who should be able to form their future. I don't believe I've heard that voice yet. They should dictate more of what our future should be. Nothing can be done in government without the private sector. But we don't listen to them enough.

The recession has certainly caused a lot of changes in the way city government has had to operate

It's a good thing. We had to balance our budget. We realize that it had gotten out of control. The benefits were going to break the branch; they became too heavy. We had to ask our employees to do something that they had never been asked to do before, to go flat; no merit increases, no step increases, no COLA increases. And we asked them to cut back 8 percent of either salary and/or benefits. Basically they gave us about 75 percent of what we requested of them when they didn't have to give us anything

continued on page 26



Pleased to meet you. *Again.*

Award-winning journalism. Lively arts and lifestyle coverage. Gorgeous visual appeal. No wonder *Desert Companion* is the must-have magazine for the savvy Southern Nevadan. Pick up your copy at Coffee Bean & Tea Leaf or Jamba Juice, or subscribe now at www.desertcompanion.com.

Lifestyle. People. News. Arts. NOW EVERY MONTH.

desert
COMPANION



FAMILY OWNED BUSINESSES

2 0 1 1



NOMINATIONS Now Open!

In May, *Nevada Business Magazine*, along with our corporate sponsor, Fair Anderson & Langerman, will host a very special event recognizing outstanding Family Owned Businesses. The luncheon will showcase companies throughout Southern Nevada that embody the entrepreneurial spirit of America's family owned businesses.

The ceremony will feature businesses in 10 separate categories with the winners chosen by a panel of judges. Be a part of this important market and help us honor outstanding family owned businesses. To nominate, go to www.nevadabusiness.com.

For more information about this or any of *Nevada Business Magazine's* great events, contact the magazine at 702.735.7003.

because their contracts had not come up for negotiation. I think there is a general sense that you are lucky to have a job when they see their colleagues in the private sector out of work. And what we have done is that we have a comparative evaluation taking place where we are going to become consistent with the price range of the private sector so that there won't be a great disparity.

What do you think in terms of Collective Bargaining [NRS 288] reform?

I never thought of myself as a politician, but I know how politicians act. If they think they are going to lose an election as a result of taking a particular path, they are going to be slow to take that path. Because 288 applies to unions that are organized and who basically have a lot of sway as far as the ballot box, I don't see a lot of major changes taking place. They are going to be afraid to make these types of changes, even though they should be made at this time.

What is it going to take for economic diversification?

We actively have to solicit businesses to come here, and in order to do that we have to be able to answer the questions that business people have. We know they like our tax structure. We know they like our workman's comp compared to other places. At the same time, one criticism that

rings loudly in my ear is that when we went to California and tried to get businesses interested in Las Vegas, California officials say, "We have our problems here, but we also have a great education system. Look across the border [at Nevada], and you'll see a school system that appears to be broken." A school system that is going to be attacked even more at K-12 as well as the college and graduate level because of massive cuts being proposed on those institutions. You can't have it both ways. You have to make a commitment that you are going to have a great quality of life and a great tax structure. You have to look at both of them in order to attract meaningful businesses into a community. You have to be honest. If they are asking how our schools are doing you can't tell them that they are doing well. You have to go and find the best practices and you have to make sure they take place in our community and I'm not sure that is being done.

Is that a best practices orientation at both K-12 and Higher Education levels?

Yes. It's great when we talk about the best and the brightest, but that has to translate to the entire student body, not just the top 10 percent who are going to make it at Harvard. The average person who goes to UNLV

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has to graduate – and the graduation rate is not that high – and then they have to be sought after from the private sector. I really would like us to become the Harvard of the west.

Characterize what you think is your greatest achievement as Mayor.

I've been told the greatest achievement was acquiring the 61 acres. Even if nothing had been built on that, I've been told by smart people that just to have acquired that without the need for eminent domain for future culture and academics probably was the most meaningful thing I could have done. I, myself, feel that the accessibility and accountability established is probably the legacy that I hope that I leave behind.

Q: Any regrets of things you didn't get to?

The sports team. I tried so hard to overcome what in the beginning were impossible impediments. [NBA Commissioner] David Stern was adamantly opposed to ever having an NBA franchise come here. Over the years, at least he has conceded that if the owners want to have a franchise here he won't stand in the way. That was a major achievement. I would have liked to have seen an arena up and running. A lot of failure is not within one's control.

Q: What will you miss most?

The showgirls, the booze, the adulation... It's almost like a narcotic. It sounds so silly. I've been very lucky. I don't know whether it's me or being the mayor of Las Vegas – maybe a combination of the two. I'm treated royally – like a rock star. I don't deserve it but I love it and I'm going to miss it.

Q: What are the qualities you are looking for in the next mayor?

Jurors taught me how to be a decent mayor. They could see through a phony, they could see when someone was not telling them the truth. I've always told people what I've considered to be the truth. I may be wrong and people may not agree with me, but I think it is very important that the next mayor have that ability. That is probably the main attribute for mayor. It's not a job for brain surgeons.

Q: What advice do you have for your successor?

To be themselves. Don't try to be a clown. Don't link yourself up with showgirls and drink booze. I'm the only one who could have ever gotten away with that. Work hard, even though it is not hard work. You don't want to be foolish, but you have to be fearless. You can't be afraid of making a mistake. A lot of people say I'm a gambler, but the gamble has worked. We never dreamed that Zappos would buy this building [City Hall] and develop 12 acres as a corporate campus. We got lucky and now we are going to have in ten years maybe 21,000- 25,000 new employees who aren't here right now. That will create the critical mass.

Our future is very, very bright. I have four kids who live here, who choose to live here. They're all underwater on their mortgages and they ask, "What should we do, Dad?" I tell them to pay your mortgage and in 5 years it will be back to where it was. And remember we pay a premium to live in a great city. **BV**



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Upcoming Workshops will teach you Guerrilla Marketing Techniques, How to Build Personal Brand

The Chamber's Business Education Series will present, "Guerrilla Marketing: Find Clients in Any Economy," on Wednesday, February 16, from 7:00 - 9:00 a.m. at the Chamber. Presenter Ed Tate will teach you how to "out market" your competition and secure new customers. In addition, Mark Cenicola of BannerView.com will be the featured speaker at the Chamber's March 9 Business Education Series. Cenicola will teach you how to build a personal brand that will help you garner recognition through both traditional and digital outlets. He'll also show you how to develop influence and prestige among your peers and generate a "buzz" that leads to lucrative business relationships. For more information, go to LVChamber.com.

March 23 Turbo Networking – Save the Date!

The Chamber's new Turbo Networking program provides a fun, fast and very productive way to maximize time and build business contacts. Participants proceed through a series of facilitated round table introductions to secure qualified leads and walk away with a list of contact information for all attendees. The next Turbo Networking event will be held March 23. Go to LVChamber.com for more information.

Leadership Las Vegas applications now available

Applications for the Leadership Las Vegas Class of 2012 are now available. All completed applications must be submitted to the Chamber no later than May 19. The Class of 2012 will be the 25th Anniversary Class. For more information, visit LVChamber.com or call 702.586.3841.

New fees for Certificates of Origin in effect beginning February 1

As of February 1, a new fee structure will be in place for generating Certificates of Origin through the Chamber.

General members: \$25.00

Premier members: \$15.00


Executive and President's Club members: FREE

Promote your company to new Chamber members for free!

Did you know you can get your company's promotional literature in front of all new Chamber members for FREE? The Chamber is now providing new members with "welcome packets" to help them get acquainted with the Chamber and provide an introduction to other members. The promotional materials must contain an offer or discount to invite the new member to your business. All you have to do is provide the copies!

- One piece of promo material per member, please.
- Members are responsible for delivering their materials to the Chamber.
- You must provide a minimum of 500 copies of your promotion piece.

Single sheets or tri-fold brochures recommended (no catalogues or multi-page bound marketing materials).

Contact Pam Flynn at 702.586.3812 to have your materials included. 


conduct business with those from other countries and cultures.

- University of Nevada, Las Vegas – UNLV is a tremendous asset through which to attract international business. Through the College of Hospitality, UNLV is one of the best training grounds in the world in the tourism industry, which is a sector that is growing throughout the world. In addition, the Radio Chemistry program at UNLV is one of the top five programs of its type in the country. Training and research through this program is in high demand throughout the world, particularly in the energy and medical industries.

- New Las Vegas Convention Center World Trade Center designation - Through the Consumer Electronics Association, the Las Vegas Convention Center has been designated as an official World Trade Center site. According to the Las Vegas Convention and Visitors Authority, this will elevate Las Vegas' ability to reach and attract international business customers.

- McCarran International Airport –The opening of the new international terminal of the airport truly opens the door to both increased volume in international visitors and adding to our capacity for importing and exporting goods. This is an asset that makes Las Vegas a true gateway for doing business with the world.

In addition, Las Vegas is making strides in other areas that have potential in attracting international business, including our development of clean energy expertise, as well as the research and treatment that will be available through the Cleveland Clinic Lou Ruvo Center for Brain Health.

The possibilities that lie ahead in developing business relationships throughout the world is exciting, and I believe, can play a major role in economic development and reshaping our economy. 



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